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"Making it Fresh - Your Choice for Performance", the Army's Hospital Foodservice Program

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Title: COOKS WORKSHOPS WITHIN THE FAITH, ACTIVITY AND NUTRITION PROJECT IN SOUTH CAROLINA

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Learning Outcome: Observe various teaching strategies, materials and techniques for strategies demonstrated as effective for encouraging healthy food preparations and menus within faith based environment for community outreach dietitians.

Text: Hands-on cooking with a chef to incorporate Develop Approaches to Stop Hypertension (DASH) diet principles: increasing fruits, vegetables, fiber while reducing sodium and fat into culturally favorite recipes and menus is a goal for Cooks Workshops in the Faith, Activity, and Nutrition project. FAN is an integral part of a 5-year partnership between the Palmetto Conference of American Methodist Episcopal Church, University of South Carolina, Medical University of South Carolina, and Clemson University in order to improve ethnic disparities in health. A community-based-participatory research approach aimed at nutrition and physical activity receives guidance from the planning committee for curriculum/materials design and overall communications within the partnership. The partners are currently working with 13 churches during the first intervention phase and in summer 2008 will expand to include the second phase of churches in measurements and trainings (cooks, pastors and health directors). The 15-month intervention targets social, cultural, and policy influences within social ecological and transtheoretical models for the target audience of 60 churches. Cooks Workshops include five units of food preparation guided by a professional chef and dietitian team. Tools developed and tested for participants include the Cooking Attitude, Cooking Behavior, Produce Consumption Self-Efficacy, Cooking Self-Efficacy, Self-Efficacy for Using Basic Cooking Techniques, and Self-Efficacy for Using Fruits, Vegetables and Seasonings scales and the Knowledge of Cooking Terms and Techniques evaluation. Discussion of our program approach as well as item analysis will contribute practical tested strategies for encouraging healthy food choices within a faith based environment for community outreach dietitians.

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Title: CONSUMER ACCEPTANCE OF BIO-BASED DISPOSABLE FOOD WARES IN A COMMUNITY HOSPITAL CAFETERIA

Author(s): A. Garvisch, A. R. Wagle, L. McProud; Nutrition, SJSU, San Jose, CA

Learning Outcome: Participants will gain insight into the importance of using environmentally friendly bio-based disposable food wares in comparison to other disposable products.

Text: Bio-based disposables are gaining popularity due to recent legislation and increased consumer awareness of "green" products. The purpose of the research was to gauge consumer response to earth-friendly "to-go" containers, utensils and cold beverage cups as alternatives to plastic and Styrofoam products frequently used. Bio-based disposables replaced all china and disposables over a two day period. Over two days, anonymous questionnaires were distributed to adult cafeteria patrons measuring initial and performance based attributes, and reaction to pricing and disposal of the products. Customer revealed preferences were tracked by making both sets of disposables available for a period of five days thereafter. One hundred five surveys were collected from predominantly female hospital employees aged 26-65. Ninety two percent of people were initially interested in bio-based disposables and 85% rated bio-based products better by comparison. Results indicated most customers (n=67) would eat no more or less in the cafeteria if prices were to rise 10% for these products, while only 16% indicated they would frequent the cafeteria less often. A significant difference (P=.01) was found between cafeteria patrons frequenting the cafeteria most often and those eating there less than once a month. Most patrons indicated they would be willing to dispose of the products separately. Purchasing patterns showed customers chose bio-based products over standard disposables immediately after the intervention, although sales of bio-based dropped in days following. The study indicated customers were interested in using bio-based alternatives in the cafeteria, and may be willing to change purchase and disposal patterns if offered.

Funding Disclosure: None

Title: FRUIT AND VEGETABLE INTAKES AND DEMOGRAPHIC CHARACTERISTICS OF COMMUNITY SUPPORTED AGRICULTURE PROGRAM PARTICIPANTS IN NORTH CAROLINA

Author(s): B. Landis, T. Smith, M. Lairson, K. McKay, H. Nelson, J. O'Brian; Nutrition, Meredith College, Raleigh, NC

Learning Outcome: Attendees of this presentation will be able to describe the demographic characteristics of CSA members and the influence of CSA participation on dietary patterns.

Text: The purpose of this study was to assess the demographic characteristics and fruit and vegetable intakes among members of Community Supported Agriculture (CSA) programs in central NC, a population previously unstudied. A survey instrument was distributed to the adult membership (n=448) of five CSA's at weekly drop-off sites and via regular mail. 210 completed surveys were returned (47% return rate) and analyzed. The survey was also administered to 97 non-CSA member controls. Fruit (F) and vegetable (V) intakes were assessed using a 106 item FFQ and assessed intakes for June - August, 2007. 85% and 15% of the respondents were female and male, respectively. Mean age and age range were 43.7 and 25-72 years, respectively. 97.1% of respondents were Caucasian/white; 98.1% reported having a bachelor's degree or higher; 25.1% reported incomes between \$60 - \$99,000, and 43.5% over \$100,000. CSA members reported consuming more servings of F/day (3.7) vs controls (2.9), and more servings of V/day (6.9) vs controls (5.1). CSA members also consumed a greater variety of F&V's (48.1 different types) vs controls (37.5) over the 3 month time period. In conclusion, demographic data revealed that a narrow segment of the population in this region participate in CSA's and tend to be of Caucasian/white ethnicity, very well educated, and affluent. Members of CSA's consume more F&V, and a greater variety of F&V, compared to individuals that do not participate in CSA programs. CSA programs may represent a novel model for improving F&V consumption in adults.

Funding Disclosure: None

Title: "MAKING IT FRESH- YOUR CHOICE FOR PERFORMANCE", THE ARMY'S HOSPITAL FOODSERVICE PROGRAM

Author(s): S. Spielmann, M. Worley, R. Harris; U.S. Army Medical Command, San Antonio, TX

Learning Outcome: To describe the Army's new foodservice design and concept, "Making it Fresh—Your Choice for Performance" and its application for customer and patient feeding in a fixed medical treatment facility.

Text: Foodservice design refers to the broad function of developing an entire foodservice facility, including an original concept of operation, site selection, menu development, equipment requirements, and other planning factors required to develop the concept into a structural and operational reality. Careful design and space planning can assist foodservice directors with critical cost controls including items such as labor, utilities, and food. The "Making it Fresh- Your Choice for Performance" Program is intended to bring a new and innovative concept to Army hospital foodservice, including patient and cafeteria feeding. A team of experts comprised of chefs, dietitians, and other professional foodservice consultants designed the program emphasizing freshness, high quality standards, and optimal customer service. The planning and development of this program was due to inefficient and antiquated Army foodservice facilities, rising operational costs, new trends in food technology and equipment, and customer demand for ethnic selections. "Making it Fresh-Your Choice for Performance" consists of twelve distinct self-contained serving venues comprised of the following components: menus, including performance-enhancing options; recipes; production schedules; food specifications and equipment requirements; marketing; and customer education. Six new hospital facilities will incorporate this concept and design by 2011. An analysis of these sites revealed a substantial reduction in utility costs, specifically water and refrigeration usage, and a more efficient utilization of square footage in the foodservice area. Future plans include conversion of all Army facilities, creating a more uniform and cohesive retail appearance, and an organizational environment of quality in workforce, morale, and pride of ownership.

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